



Daniel Halden <daniel.halden@lacity.org>

Council Office Mural Fund

Matthew Severson <Matthew@hollywoodbid.org>

To: Dan Halden <daniel.halden@lacity.org>

Cc: Kerry Morrison <Kerry@hollywoodbid.org>, Joseph Mariani <joe@hollywoodbid.org>

Wed, Dec 2, 2015 at 12:27 PM

Hi Dan!

I hope you're well. I stumbled upon this article from the LA Downtown News which cites that "DCA is allocating \$300,000 to the 15 City Council offices so that they can commission new artworks or conserve existing historic city-sponsored murals" – original article here.

Has CD13 received any of this mural money? The reason I ask... the owner of the Fonda Theatre on Hollywood Boulevard has expressed an interest in getting a mural up on the building. This could be a fantastic gateway entrance marker for Hollywood! The BID, of course, cannot pay for the mural in its entirety but can chip in with the help of the property owner. We've been partnering with the Do Art Foundation on our public art initiatives and they can help with artist selection/curation/permitting.

Wondering if this project might have the potential to be considered to receive some funds. Can you let me know if you have any information on this?

Best regards,

MATTHEW SEVERSON

Operations Coordinator

[Hollywood Property Owners Alliance]

1680 N. Vine Street, Suite 600 | Los Angeles, CA 90028

323.463.4728 | matthew@hollywoodbid.org | onlyinhollywood.org

